

Kaci Nguyen

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in/kaci-nguyen

EDUCATION

University of Texas at Austin

GPA 3.89, Aug 2018 - May 2022

B.B.A. in Management Information Systems
and Canfield Business Honors
Minor in Informatics (HCI)

LEADERSHIP

Texas Convergent | Austin, TX

President, June - Dec 2020

+ Planned virtual programming and strategy to launch Build Team and Incubator programs for 150+ members and 30+ officers

Texas Convergent | Austin, TX

Build Team Director, Jan - May 2020

+ Created UX/UI design curriculum with lesson material and design exercises deployed in weekly meetings to +60 members

Design for America | Austin, TX

Studio Member, Aug - Dec 2019

+ Evaluated key insights from interview findings to recommend solutions to improve YMCA lifeguard retention rate

SKILLS

Tools

Figma, Sketch, Illustrator, Photoshop,
InVision, Keynote, Tableau

Design

Journey Maps, User Research, Usability
Testing, Heuristic Evaluation, Competitive
Analysis, Lo/Hi-fi Mockups, Wireframing

Code

HTML/CSS, SQL, Basic Python

EXPERIENCE

Apple | Austin, TX

Learning & Development Intern, June - Aug 2020

+ Developed template to map functional skills, tools, systems, and processes needed for success

+ Conducted user interviews with internal stakeholders across the AMR Ops organization

+ Captured insights in personas, stakeholder map, and user journey map and highlighted programming opportunities to optimize onboarding learning

Well Aware Nonprofit | Austin, TX

Business Development Intern, Feb - May 2020

+ Analyzed social media data using Hootsuite to develop content strategy to increase brand awareness and engagement

+ Drafted social media content based on audience insights and social media analytics

ThousandThread | Austin, TX

Product Designer, Dec 2019 - Jan 2020

+ Designed mobile app and website features using insights collected from user interviews

+ Created flow diagrams, storyboard, personas, and wireframe to guide final UX/UI design

Austin Pets Alive Nonprofit | Austin, TX

Design Researcher, Aug 2019 - Dec 2019

+ Conducted in-depth user and design research to uncover opportunities to better integrate the digital and in-store donation experience

Via | Austin, TX

Product Strategist & Designer, Feb 2019 - Aug 2019

+ Developed cohesive brand identity, product strategy, and product features for Via, a youth-based tourism startup from the Hult Prize global competition